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ABSTRACT

A survey was made of television viewing in Canada in order to show the impact of cable television on television viewing in general, with special emphasis on examining the effect on the various categories of television station ownership. The report shows the extent to which television viewing habits vary between (a) those who watch television via cable, (b) those who watch by direct off-air means, and (c) all viewers in either of these two categories. The five ownership categories of TV stations serving Canadian audiences are the Canadian Broadcasting Corporation (CBC) owned stations, privately-owned Canadian stations affiliated with the CBC and forming a part of the CBC-TV network, privately-owned Canadian stations constituting the CTV network, privately owned independent stations, and United States stations serving Canadian stations across the border. The data is analyzed and presented as a set of general conclusions and predictions. Appendices contain the data presented in table form. (JY)

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THE IMPACT OF CABLE TELEVISION IN CANADA ON THE AUDIENCES TO CANADIAN TV STATIONS

Report TV/69/74 : December 1969

Research Department
Canadian Broadcasting Corporation
Ottawa

INTRODUCTION

This is the third in a series of reports on the impact of cable or CATV systems of reception on the audiences to television in Canada. A first report provided estimates of the numbers and proportions of cable subscribers and the amount of time actually spent viewing via cable, throughout the country as a whole, in each province and in each major urban centre, as of November 1967.[1] A second report updated the situation to March 1969 when it was estimated that, in an average week, some 3.1 million persons - just over 15 per cent of the total population aged two years and over spent some time watching television via cable.[2] Both these reports were based on special analyses of BBM survey data.[3]

Unlike these two previous reports which dealt with the impact of cable on television viewing in general, this present report examines its particular impact on the audiences to different categories of station and to individual stations within these categories. The five 'ownership' categories of TV stations serving Canadian audiences are the CBC-owned stations, privately-owned Canadian stations affiliated with the CBC and forming part of the CBC-TV network, privately-owned Canadian stations constituting the CTV network, privately-owned independent stations neither affiliated nor associated with either CBC or CTV, and U.S. stations serving Canadian audiences from across the border. Three of these categories are further divisible between English-language and French-language stations.

The pattern of analysis adopted in this report shows the extent to which, throughout the country as a whole, and in various geographic regions and urban areas, the amount of time spent viewing these different categories of stations, and the individual stations within these categories, varies between (a) those who watch television via cable (b) those who watch by direct off-air means and (c) all viewers in either of these two categories. The primary appeal of cable TV being that it gives subscribers access to stations that they would not otherwise be able to receive, one would expect to find differences between cable and non-cable viewers in a given area in the relative amount of time they spend watching each of the several stations available to them. The purpose of this analysis was to quantify these expected differences in order to provide not just a measure of the present impact of cable but a forecast of the direction in which station audiences in particular areas would be likely to re-distribute themselves given the continuing expansion of cable TV.

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[1] A Measure of the Impact of Cable TV in Canada as of November 1967, CBC Research, Report TV/68/43, April 1968, revised October 1968.

[2] Extent of Use of Cable TV in Canada, Updated to March 1969, CBC Research, Report TV/69/56, October 1969.

[3] For details of BBM survey procedure, sample sizes, area definitions and population estimates, see BBM Bureau of Measurement, Television Station and Area Reports, November 1967 and March 1969.

The present analysis was conducted on BBM data for November 1968 rather than on data available from the more recent BBM surveys of January, March and July 1969. BBM November surveys have a much larger national sample base than BBM surveys conducted at other times of the year and, in this instance, a total sample of just under 44,000 individual respondents across the country provided more reliable audience estimates of cable viewing in certain areas than could have been obtained from these later January, March and July surveys. A comparable analysis of cable data from the BBM November 1969 national survey is in process.

One limitation in the use of BBM source data for this purpose has been noted in a previous report. This concerns the tendency for some people mistakenly to report themselves as subscribers to cable TV when in fact they are not.[1] Here, as in the earlier analyses, these errors, as far as possible and with BBM's co-operation, have been eliminated in post tabulation editing. If any discrepancies of this kind remain they are almost certainly so small as not to affect the estimates to any significant degree.

The tables included in this report provide relevant audience statistics for the country as a whole, for certain regions and for 28 urban centres with populations of 35,000 or over. With one exception, however (Winnipeg) data has not been included for any urban area where cable viewing, by November 1968, amounted to less than 5 per cent of all viewing time, since this was felt unlikely to provide a sufficiently reliable forecast of things to come. Also, in the case of those areas for which tables have been provided, no separate audience figures are shown for the cable viewing or for the non-cable (i.e. off-air) viewing groups where the sample base (i.e. number of BBM diaries used in tabulation) was under 50 for either group and hence too small to provide sufficiently reliable estimates of differences in the station choices of cable and non-cable viewers in these areas. The tables are sequenced alphabetically by area.

In regard to the use of the word 'effects' in this report to describe the influence of cable TV on audience behaviour: the assumption made throughout is that, in a given area, the present (i.e. November 1968) pattern of viewing of the off-air (non-cable) viewing group, as reflected in the distribution of their viewing time between the various stations, represents the pre-cable situation, and that the post-cable situation is indicated by the corresponding data for the 'total viewing' group consisting of the cable viewers plus the off-air viewers. The difference between the two provides a measure of the effects of cable in that area - as of November 1968. What is inevitably missing of course from this type of inference is the before-and-after time element. Lacking this, we are making the assumption that the viewing pattern of the off-air group of viewers as shown here is an approximation of what the viewing pattern of all viewers in the area would have been at this time had cable never been introduced. While this is probably a fairly reasonable assumption for present purposes, it remains only an assumption and should be recognised as such.

The third column of figures in each table shows the distribution of viewing time among the cable viewers only and, in those areas where cable is already available, can best be thought of as representing the 'ultimate' pattern of viewing that would be established if, other things remaining constant, all viewers in the area had access to cable via the existing cable systems.

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[1] Report TV/68/43, op. cit. pp 1-2.

DISCUSSION

The main inferences to be drawn from the available information are discussed below:

All Canada

As of November 1968, when cable had expanded to the point where, in the country as a whole, just slightly under 15 per cent of all TV viewing time was spent viewing via cable (TABLE 1), the most obvious effect on audience patterns had been greatly to increase the proportion of time spent watching U.S. stations. Thus, as TABLE 2 shows, in all Canada, direct off-air viewers spent 14.9 per cent of their total viewing time watching U.S. stations whereas, among cable viewers, the figure was more than double this - 34.8 per cent. The net effect was that, by November 1968, over the country as a whole (including those areas which had not yet been touched by cable) U.S. stations' share of all viewing time had increased from this 14.9 per cent among off-air viewers to 17.8 per cent among all viewers. The corresponding loss by Canadian stations attributable to cable was from an 85.1 to an 82.2 per cent share of all viewing time.

Since these indications of audience gains and losses attributable to cable are necessarily expressed in percentage terms (as are all comparative audience measures included in this report) it becomes immediately relevant to ask if we are dealing here with a constant or changing base. More specifically: is there any evidence that cable TV has in itself added to the total amount of time that people spend watching television to the extent that, following the intrusion of cable into its service area, a station left with a substantially smaller percentage share of audience than it had before, may nonetheless not have suffered any actual audience loss - i.e. in terms of absolute numbers of viewers and the amount of time they spent viewing that particular station. Clearly this could only happen if the increasing trend toward cable in Canada were causing substantially more time to be spent watching television than was the case before. In fact, as TABLE 35 shows for five cities in which the expansion of cable has been particularly rapid over these past three years, there is no such trend toward any substantial increase in the total amount of time spent viewing. It would thus seem a reasonable assumption that the gains and losses in audience attributed in this report to the effects of cable, while expressed in percentage terms, do in fact represent real changes in the size of the audiences to these stations, in the directions indicated.

Given then that Canadian stations, as a group, have suffered this degree of net audience loss to U.S. stations as a result of cable, which categories of Canadian stations have been affected most? As we shall see presently, the answer to this question varies considerably from area to area. For the country as a whole, however, it is already clear, from TABLES 2 and 2A, that the category of station to lose most audience in the face of cable expansion has been the CBC English-language affiliate group.

CBC English-language network affiliates

Whereas, among non-cable viewers, English-language CBC-affiliated stations, as a group, in November 1968 had a substantial 22 per cent share of all viewing in the country, among cable viewers this share slumps to just under 12 per cent - a loss of no less than 10 percentage points. Many CBC English-language affiliates are of course located in areas that have not yet been affected by cable TV and, as a result, CBC English-language affiliated stations still retain a sizable 20.5 per cent share of all viewing time throughout the country as a whole (TABLE 2) and 29.3 per cent outside Quebec (TABLE 4). But there is no mistaking the fact that, in those areas where cable TV has already intruded on the service areas of CBC English-language affiliate stations, their net audience loss has in many cases been substantial.

This is most dramatically illustrated in those areas where a CBC English-language affiliate, pre-cable, held a substantial share of the total available audience and where U.S. stations had little or no penetration. London is such an area (TABLE 19). Among those residents of London who do not yet have cable the CBC-affiliate CFPL retains a substantial 83 per cent of all viewing time with only about 3 per cent going to U.S. stations. But among those Londoners with cable, CFPL's share of all viewing time is only about 33 per cent with a huge 53 per cent going to eight or more U.S. stations which have access to London via cable. With subscription to cable TV in London now being as high as it is - in November 1968 more than three-quarters of all Londoners had cable - the net effect of this inrush of U.S. station television on CFPL has been considerable, the latter's share of all viewing time having dropped from this 83 per cent among non-cable viewers to some 45 per cent among all viewers - a 38 percentage point audience loss balanced exactly by a 38 percentage point gain by the block of U.S. stations.

Almost equally dramatic has been the effect of cable in Fort William-Port Arthur (now Thunder Bay) where, in November 1968, over 60 per cent of viewers had cable. Here the CBC affiliate CKPR has dropped from a 95 per cent share of all viewing time among non-cable viewers to a 42 per cent share among cable users and a 61 per cent share among all viewers (TABLE 13). With CKPR having no Canadian station competition in the Fort William-Port Arthur metro area, the full amount of this audience loss was taken up by the three U.S. stations now brought in by cable - from Duluth, Superior and Marquette.

Less marked, but still substantial, has been the effect of cable on the audience to the CBC affiliate in Peterborough, CHEX. Among viewers who did not have cable, CHEX's share of all viewing time was about 66 per cent, but among cable viewers it was only some 35 per cent giving the station a net share among all viewers of 48 per cent (TABLE 23). Actually, many Peterborough viewers can tune to U.S. stations by direct off-air means and, even among non-cable viewers, 24 per cent of all viewing time, in November 1968, was going to U.S. stations. But it is clear from TABLE 23 that the main effect of cable has been to increase the U.S. stations' share of total viewing, while at the same time providing some additional audience for the CTV and CBC Toronto-based stations, CFTO and CBLT.

Elsewhere where cable TV has penetrated areas served by English-language private stations affiliated with the CBC network, their audience loss has been less acute, primarily because these have been areas where U.S. stations were already widely available to viewers by direct off-air means - as, for example, in Victoria (see TABLE 34). Since, however, the great majority of CBC private English-language affiliates are serving areas of the country where cable TV is not yet available and where they hold a monopoly or near-monopoly of the total available audience, it is clear that the effect of cable in these areas, if and when it becomes available, will be to cut heavily into these audience monopolies and, following the pattern of London and Fort William-Port Arthur, re-distribute a substantial amount of viewing time from these private Canadian to U.S. stations.

CBC-owned and CTV English-language stations

Of the other categories of English-language stations, CTV stations have lost rather more audience as a result of cable than have CBC-owned stations. In the country as a whole, by November 1968, the total CTV station share of all viewing time was 19 per cent among off-air viewers and 14.5 per cent among those viewers with cable - a difference of 4.5 percentage points - whereas, for CBC-owned English-language stations, the corresponding figures were 14.6 and 12.5 per cent - a difference of only 2.1 percentage points (TABLE 2).

This greater audience loss by CTV than by CBC-owned English-language stations in the face of cable is most marked in those major population centres served by both a CBC-owned and a CTV station. Thus, in Ottawa-Hull, where cable saturation by November 1968 was just under 40 per cent, and where the amount of time spent viewing U.S. stations was a barely measurable .5 per cent among off-air viewers but a substantial 25.2 per cent among cable viewers and 11.3 per cent among all viewers, it was the CTV station CJOH that suffered the greater audience loss. Its share of viewing time dropped 9.0 percentage points as a result of cable - from 44.4 per cent among off-air viewers to 35.4 among all viewers - whereas the corresponding fall-off by the CBC-owned English-language station CBOT was only 6.4 percentage points (TABLE 22).

In Vancouver, where about 45 per cent of the population had access to cable TV by November 1968, and where the amount of time spent viewing U.S. stations had jumped from 38.5 per cent among off-air viewers to 55.6 per cent among cable viewers and was currently 46.7 per cent among all viewers, it was again the CTV station - CHAN - that suffered the greater loss of audience. Its share of viewing time dropped 5.0 percentage points as a result of cable - from 29.5 per cent among off-air viewers to 24.5 per cent among all viewers - whereas the corresponding audience loss by the CBC-owned English-language station CBUT was only 3.5 percentage points (TABLE 33).

And in Montreal, where cable penetration was about 14 per cent by November 1968, cable actually increased slightly the metro area audience to the CBC-owned English-language station CBMT - possibly by providing some

viewers with a clearer CBMT signal via cable than they were previously able to receive by direct off-air means. In contrast, the share of audience of the CTV Montreal station CFCF remained virtually unchanged under the impact of cable (TABLE 20).

In other areas served by both a CTV and a CBC station, either the level of cable penetration was too low to provide a reliable measure of the differential effect on the two stations (as in Toronto and in Winnipeg) or else the area was one in which some other category of station - besides the CTV and CBC-owned English station - provided a major service. We have already dealt with those cases where this other service was solely or largely the service of an English-language CBC-affiliate station. (In Hamilton, where cable penetration in November 1968 was about 17 per cent, where the Canadian station with the biggest share of audience was the independent CHCH, and where even non-cable viewers spent as much as 40 per cent of their viewing time watching U.S. stations, neither CHCH, nor the CBC-owned CBLT, nor CTV's CFTO has yet lost audience to any significant degree under the impact of cable.) There remain those areas of the country which, before the advent of cable, were served primarily by French-language TV stations.

French-language stations

The first point to be made about the impact of cable on French-language television in Canada is that the net effect has been to reduce the amount of time spent watching it and to increase the amount of time spent watching English-language television - this notwithstanding the fact that (as we shall see) cable has boosted the audience for some French-language stations in some areas.

Throughout the country as a whole this loss of audience by French-language stations as a group may not seem very great. As TABLE 2A shows, non-cable viewers spent 26.8 per cent of their total viewing time with French-language stations, cable viewers 24.1 per cent - a difference of only 2.7 percentage points. But in the Province of Quebec, where of course the bulk of French-language television in Canada is located, the difference is much greater - 13.7 percentage points (TABLE 3). And in Montreal it is much greater still - a difference of almost 30 percentage points (TABLE 5). Expressed otherwise: in Montreal, by November 1968, when just under 14 per cent of the population had cable, those without cable were spending approximately 70 per cent of their total viewing time watching French-language stations, whereas those with cable were spending only 40 per cent of their viewing time on French-language television.

TABLE 20 illustrates the Montreal situation in more detail. Clearly it is the U.S. stations that have made the major gains. Among off-air viewers, only just over 3 per cent of viewing time was devoted to U.S. stations, but among cable viewers this rises to over 28 per cent, the Plattsburg and Burlington stations gaining most, the Poland Springs station gaining substantially though not by quite so much. The heaviest losers in

Montreal as a result of cable have been those French-language stations with the biggest pre-cable audiences - the independent CFTM and the CBC-owned CBFT. Between non-cable and cable viewers, CFTM's share of viewing time dropped by no less than 18.8 percentage points, CBFT's by 13.0 percentage points, though this still left CFTM with by far the bigger share of audience among all viewers. Note also that cable helped slightly to increase the Montreal audience for the CBC French-language Sherbrooke affiliate, CHLT.

Elsewhere in the Province of Quebec French-language stations en bloc also suffered a net loss of audience as the result of cable, though a much smaller loss than within Montreal itself (TABLE 6). Here again the tendency was for the stations with the biggest pre-cable audiences to suffer the biggest audience losses as cable brought in additional channels, and since in most of these Quebec townships it was a privately-owned CBC affiliated station that had the biggest audience, this was the station to lose most - e.g. CKTM in Shawinigan, CHLT in Sherbrooke, and CKTM in Trois Rivières (TABLES 28, 29 and 31 respectively). And in the Ottawa-Hull area, where the French-language station with the biggest audience was not a privately-owned station but the CBC-owned CBOFT, this was the French-language station to lose most under the impact of cable (TABLE 22).

While the net audience gain in the Province of Quebec outside of Montreal, as in Montreal itself, went to the U.S. stations as a group, cable did allow several French-language stations to increase their audiences in certain areas - most notably the independent Montreal station CFTM in Sherbrooke, Trois Rivières, Shawinigan and Ottawa-Hull (TABLES 29, 31, 28 and 22); also the CBC-owned Montreal station CBFT in the first three named of these towns.

U.S. station gains in individual areas

Finally, to reiterate a point made earlier, while U.S. stations as a group, throughout the country as a whole, have undoubtedly made the biggest net gains in audience under the impact of cable TV, the extent of these gains has varied greatly from area to area. As already noted, in such areas as Fort William-Port Arthur and London, in November 1968, the amount of time which cable viewers and non-cable viewers spent watching U.S. stations differed by over 50 percentage points (TABLES 13 and 19). On the other hand, in areas such as Guelph, Hamilton, Shawinigan, Sherbrooke, Toronto and Trois Rivières this difference amounted to less than, in some cases much less than 10 percentage points (TABLES 15, 16, 28-31). The reasons for this variation have largely been dealt with in the foregoing discussion of the varying impact of cable on Canadian station audiences.

CONCLUSIONS

The findings of this study warrant the following general conclusions about the impact that cable TV has had, and is likely to have in the future, on viewing habits in Canada:

1. By providing additional channel choices, cable TV's main effect has been to fragment existing station audiences but without significantly increasing the total amount of time spent viewing television. This is in line with the conclusions of previous CBC studies of the impact of new private stations in areas where television is already available. The entry of the new station does not induce people to spend significantly more time watching television than they did before: this remains more or less unchanged and is simply redistributed among the increased number of stations.[1]

2. The extent and pattern of this audience fragmentation varies considerably from area to area, depending largely on the pre-cable pattern of audience distribution between stations, on the types of station introduced by cable and on the novelty and attractiveness of these stations' programs in relation to those already available, and of course on the present degree of cable penetration in the area.

3. By November 1968, when cable penetration in Canada was about 15 per cent nationally, but in several areas over the 60 per cent mark, the net overall effect of cable had been to increase significantly, by about 3 percentage points over the country as a whole (from about 15 to 18 per cent) the total amount of time spent watching U.S. stations, and to reduce by this amount the time spent watching Canadian stations. All categories of Canadian English-language stations suffered a net audience loss, most of all the privately-owned CBC-affiliate group. The audience to Canadian French-language television also bore a net loss under the impact of cable, the weight of this being felt mainly by the independent CFTM in Montreal.

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[1] See, for example, 'How Canadian is Canadian English-language Television?', CBC Research, Report TV/65/3, January 1965, page 4.

4. In most of the major centres of population in which, in November 1968, cable TV was already available, most categories of Canadian stations had smaller shares, and U.S. stations had bigger shares, among cable viewers than among off-air viewers. As more and more viewers are attracted to cable in these areas, there would seem no reason to suppose, nor any evidence to suggest that, in general, their station choices will be significantly different from those of present cable users. This will inevitably result in a further increase in the amount of time spent watching U.S. stations and a further decrease in the amount of time spent with Canadian stations. Cable clearly has a more limited potential for expansion in such places as Toronto, Hamilton, Montreal, Vancouver, Victoria and other areas where many viewers can receive U.S. stations directly off-air without cable. However, this still leaves many other heavily populated areas of the country where direct reception of U.S. stations is either impossible or difficult, where cable is already providing a service and has shown itself capable of switching large numbers of viewers from Canadian to U.S. stations, and where the increasing appeal of cable to those who do not yet have it is bound to accelerate this trend. On the basis of existing data the actual rate of acceleration of the trend is now fairly easy to predict, subject always to modification in the event of the introduction of any new type of cable service into an area where cable is already established.

5. As for those parts of the country that are still untouched by cable TV, or where cable penetration is still only marginal, the effects on the present audience situation of any extension of cable TV into these areas are more difficult though no longer impossible to forecast. In fact, most of these 'untouched' areas have audience distribution patterns very similar to some of those indicated in the tables included in this report - i.e. in the 'viewing off-air' column. Given knowledge of the type of service or services to be provided by cable, the resulting pattern of audience redistribution between stations at progressive stages of cable penetration is probably now fairly predictable.

6. Notwithstanding this general overall trend toward an increasing 'Americanising' and 'de-Canadianising' of viewing patterns, what have to be kept in mind are those several instances where, in particular areas, some Canadian stations have increased their audiences as a result of cable. The most substantial of these increases have been by French-language stations - by the independent Montreal station CFTM in its intrusion via cable into Sherbrooke, Trois Rivières, Shawinigan and Ottawa-Hull, and by the CBC-owned Montreal station CBFT in the first three of these cities. In some areas Canadian English-language stations have also gained audience as a result of cable, most notably the CBC-owned Montreal station CBMT in Montreal itself and in Sherbrooke, Trois Rivières and Shawinigan; the CTV network's Toronto station CFTO in Peterborough, Montreal station CFCF in Montreal, and Vancouver station CHAN in Victoria; and the CBC's Toronto station CBLT in Guelph. Clearly, Canadian stations brought in by cable to increase the range of channel choices or in some cases to improve the existing quality of reception, are capable of increasing the size of their audiences.

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TABLE 1

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION VIA CABLE AND BY DIRECT OFF-AIR MEANS

AVERAGE WEEK - NOVEMBER 1968

ALL CANADA[1]

Medium	Per cent of total viewing time
Off-air TV	85.2
Cable TV	14.8
All TV	100.0
Base for percentages: total hours of viewing (millions)	(441.6)
Sample size (number of respondents)	(43,980)

[1] Ex.Yukon and N.W. Territories.

TABLE 2

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY DIRECT OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

ALL CANADA[1]

Category of Station	Total Viewing		Viewing Off-Air		Viewing Via Cable	
	%		%		%	
English-language						
CBC-owned	14.3	34.8	14.6	36.6	12.5	24.3
CBC-affiliated	20.5		22.0		11.8	
CTV	18.4		19.0		14.5	
Independent	2.6		2.7		2.3	
U.S.	17.8		14.9		34.8	
French-language						
CBC-owned	6.7	13.8	6.8	13.9	5.9	12.9
CBC-affiliated	7.1		7.1		7.0	
Independent	12.6		12.9		11.2	
TOTAL	100.0		100.0		100.0	
Base for percentages: total hours of viewing (millions)	(441.6)		(376.2)		(65.4)	
Distribution of viewing time	100.0		85.2		14.8	
Sample size: number of respondents	(43,980)		(38,301)		(5,679)	

[1]Ex. Yukon and N.W. Territories.

TABLE 2A

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY DIRECT OFF-AIR MEANS[1]

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

ALL CANADA[2]

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
Canadian	82.2	85.1	65.2
U.S.	17.8	14.9	34.8
TOTAL	100.0	100.0	100.0

CBC-owned	21.0	21.4	18.4
CBC-affiliated	27.6	29.1	18.8
Non-CBC Canadian	33.6	34.6	28.0
U.S.	17.8	14.9	34.8
TOTAL	100.0	100.0	100.0

Canadian English	55.8	58.3	41.1
Canadian French	26.4	26.8	24.1
U.S.	17.8	14.9	34.8
TOTAL	100.0	100.0	100.0

[1]For percentage bases and sample sizes, see TABLE 2.

[2]Ex. Yukon and N.W. Territories.

TABLE 3

DISTRIBUTION OF TOTAL TIME SPENT VIEWING
ENGLISH-LANGUAGE AND FRENCH-LANGUAGE TELEVISION
VIA CABLE AND BY DIRECT OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

PROVINCE OF QUEBEC

Category of Station	Total Viewing		Viewing Off-Air		Viewing Via Cable	
	%		%		%	
English-language						
CBC-owned	6.6	7.9	6.3	7.6	8.1	9.7
CBC-affiliated	1.3		1.3		1.6	
CTV	8.2		8.1		8.3	
Independent	-		-		-	
U.S.	3.9		2.2		13.6	
French-language						
CBC-owned	19.5	40.4	20.3	41.2	15.0	36.0
CBC-affiliated	20.9		20.9		21.0	
Independent	39.6		40.9		32.4	
TOTAL	100.0		100.0		100.0	
Base for percentages: total hours of viewing (millions)	(139.4)		(118.3)		(21.1)	
Distribution of viewing time	100.0		84.9		15.1	
Sample size: number of respondents	(12,738)		(10,786)		(1,952)	

TABLE 4

DISTRIBUTION OF TOTAL TIME SPENT VIEWING
ENGLISH-LANGUAGE AND FRENCH-LANGUAGE TELEVISION
VIA CABLE AND BY DIRECT OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

CANADA OUTSIDE QUEBEC

Category of Stations	Total Viewing		Viewing Off-Air		Viewing Via Cable	
	%		%		%	
English-language						
CBC-owned	17.8	47.1	18.4	49.9	14.6	31.2
CBC-affiliated	29.3		31.5		16.6	
CTV	23.1		24.0		17.4	
Independent	3.9		4.0		3.4	
U.S.	24.2		20.7		44.8	
French-language						
CBC-owned	0.7	1.5	0.6	1.4	1.6	2.0
CBC-affiliated	0.8		0.8		0.4	
Independent	0.2		-		1.2	
TOTAL	100.0		100.0		100.0	
Base for percentages: total hours of viewing (millions)	(302.2)		(257.8)		(44.4)	
Distribution of viewing time	100.0		85.3		14.7	
Sample size: number of respondents	(31,242)		(27,515)		(3,727)	

TABLE 5

DISTRIBUTION OF TOTAL TIME SPENT VIEWING
ENGLISH-LANGUAGE AND FRENCH-LANGUAGE TELEVISION
VIA CABLE AND BY DIRECT OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

MONTREAL, QUE.

Category of Station	Total Viewing		Viewing Off-Air		Viewing Via Cable	
	%		%		%	
English-language						
CBC-owned	12.2	12.2	11.7	11.7	15.9	15.9
CBC-affiliated	-		-		-	
CTV	16.2		16.1		16.3	
Independent	-		-		-	
U.S.	6.5		3.1		28.4	
French-language						
CBC-owned	23.7	24.5	25.5	26.0	12.5	15.1
CBC-affiliated	0.8		0.5		2.6	
Independent	40.6		43.1		24.3	
TOTAL	100.0		100.0		100.0	
Base for percentages: total hours of viewing (millions)	(57.9)		(50.1)		(7.8)	
Distribution of viewing time	100.0		86.6		13.4	
Sample size: number of respondents	(1,620)		(1,444)		(176)	

TABLE 6

DISTRIBUTION OF TOTAL TIME SPENT VIEWING
ENGLISH-LANGUAGE AND FRENCH-LANGUAGE TELEVISION
VIA CABLE AND BY DIRECT OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

QUEBEC OUTSIDE MONTREAL

Category of Stations	Total Viewing		Viewing Off-Air		Viewing Via Cable	
	%		%		%	
English-language						
CBC-owned	2.6	4.9	2.4	4.6	3.6	6.2
CBC-affiliated	2.3		2.2		2.6	
CTV	2.4		2.2		3.6	
Independent	-		-		-	
U.S.	2.0		1.4		5.0	
French-language						
CBC-owned	16.5	51.7	16.5	52.4	16.5	48.2
CBC-affiliated	35.2		35.9		31.7	
Independent	39.0		39.4		37.0	
TOTAL	100.0		100.0		100.0	
Base for percentages: total hours of viewing (millions)	(81.5)		(68.2)		(13.3)	
Distribution of viewing time	100.0		83.7		16.3	
Sample size: number of respondents	(11,118)		(9,342)		(1,776)	

TABLE 7

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

BELLEVILLE, ONTARIO (Population 32,970)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%	%	
CBC-owned English	0.6	-	
CBLT Toronto	0.6	-	
CBC-affiliated English	40.2	45.6	
CKWS Kingston	35.1	44.1	
CHEX Peterborough	5.1	1.5	
CBC-owned French	-	-	SAMPLE
CBC-affiliated French	-	-	
CTV	3.3	1.8	TOO
CFTO Toronto	3.3	1.8	SMALL
U.S.	55.9	52.6	
WHEC Rochester	22.8	20.9	FOR
WOKR Rochester	14.7	12.3	
WROC Rochester	12.2	14.4	
WNYS Syracuse	2.4	3.4	RELIABLE
WWNY Watertown	2.1	-	
WHEN Syracuse	0.8	1.1	
WBEN Buffalo	0.6	-	REPORTING
WSYR Syracuse	*	0.5	
Independent English	-	-	
Independent French	-	-	
ALL STATIONS	100.0	100.0	
Base for percentages: total hours of viewing (thousands)	(663.5)	(467.5)	
Distribution of viewing time	100.0	70.5	
Sample size (number of respondents)	(142)	(101)	(41)

*Less than 0.5 per cent.

TABLE 8

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

BRAMPTON, ONTARIO (Population 57,420)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%	%	
CBC-owned English	24.6	25.2	
CBLT Toronto	24.6	25.2	
CBC-affiliated English	0.5	0.6	
CKVR Barrie	0.5	0.6	
CBC-owned French	-	-	SAMPLE
CBC-affiliated French	-	-	TOO
CTV	25.1	25.9	SMALL
CFTO Toronto	24.4	25.0	
CKCO Kitchener	0.7	0.9	FOR
U.S.	36.2	34.1	
WKBW Buffalo	13.7	12.7	RELIABLE
WBEN Buffalo	12.7	13.1	
WGR Buffalo	9.8	8.3	
Independent English	13.6	14.2	REPORTING
CHCH Hamilton	13.6	14.2	
Independent French	-	-	
ALL STATIONS	100.0	100.0	
Base for percentages: total hours of viewing (thousands)	(1046.1)	(910.9)	
Distribution of viewing time	100.0	87.1	
Sample size (number of respondents)	(159)	(138)	(21)

TABLE 9

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

BRANTFORD, ONTARIO (Population 63,250)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%	%	%
CBC-owned English	8.7	7.5	10.8
CBLT Toronto	8.7	7.5	10.8
CBC-affiliated English	4.7	4.3	5.4
CFPL London	4.7	4.2	5.4
CKNX Wingham	*	*	-
CBC-owned French	-	-	-
CBC-affiliated French	-	-	-
CTV	25.0	26.9	21.6
CKCO Kitchener	19.3	23.9	10.8
CFTO Toronto	5.7	3.0	10.8
U.S.	41.5	36.3	51.4
WBEN Buffalo	18.8	17.3	21.7
WKBW Buffalo	11.3	10.1	13.5
WGR Buffalo	9.0	8.1	10.8
WICU Erie	2.4	0.8	5.4
Independent English	20.1	25.0	10.8
CHCH Hamilton	20.1	25.0	10.8
Independent French	-	-	-
ALL STATIONS	100.0	100.0	100.0
Base for percentages: total hours of viewing (thousands)	(1414.4)	(916.4)	(498)
Distribution of viewing time	100.0	64.8	35.2
Sample size (number of respondents)	(199)	(144)	(55)

*Less than 0.5 per cent.

TABLE 10

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

CHATHAM, ONTARIO (Population 32,620)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%	%	%
CBC-owned English	-	-	
CBC-affiliated English	23.7	23.3	
CKLW Windsor	21.1	22.3	
CFPL London	2.6	1.0	
CBC-owned French	-	-	
CBC-affiliated French	-	-	
CTV	-	-	
U.S.	76.3	76.7	
WWJ Detroit	25.1	27.4	
WXYZ Detroit	21.2	22.4	
WJBK Detroit	21.0	22.1	
WKBD Detroit	7.3	4.8	
WKYC Cleveland	0.8	-	
WJW Cleveland	0.6	-	
WEWS Cleveland	*	-	
WTOL Toledo	*	*	
WTVS Detroit	*	-	
Independent English	-	-	
Independent French	-	-	
ALL STATIONS	100.0	100.0	
Base for percentages: total hours of viewing (thousands)	(754.3)	(565.1)	
Distribution of viewing time	100.0	74.9	
Sample size (number of respondents)	(180)	(143)	(37)

SAMPLE TOO SMALL FOR RELIABLE REPORTING

*Less than 0.5 per cent.

TABLE 11

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

CORNWALL, ONTARIO (Population 45,430)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%		%
CBC-owned English	17.4		21.7
CBMT Montreal	14.2		18.0
CBOT Ottawa	3.2		3.7
CBC-affiliated English	-		-
CBC-owned French	4.5		3.6
CBFT Montreal	4.2		3.6
CBOFT Ottawa	*		-
CBC-affiliated French	-		-
CTV	41.6		30.7
CJOH Ottawa	31.6		18.0
CFCF Montreal	10.0		12.7
U.S.	31.2		40.4
WPTZ Plattsburg	16.1		19.9
WCAX Burlington	14.7		19.9
WSYR Syracuse	*		*
WHEN Syracuse	*		*
WWNY Watertown	*		*
Independent English	-		-
Independent French	5.3		3.6
CFTM Montreal	5.3		3.6
ALL STATIONS	100.0		100.0
Base for percentages: total hours of viewing (thousands)	(1109.1)		(725.2)
Distribution of viewing time	100.0		65.4
Sample size (number of respondents)	(137)	(45)	(92)

SAMPLE TOO SMALL FOR RELIABLE REPORTING

*Less than 0.5 per cent.

TABLE 12

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

DRUMMONDVILLE, QUEBEC (Population 42,780)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%	%	
CBC-owned English	2.4	1.6	
CBMT Montreal	2.4	1.6	
CBC-affiliated English	-	-	
CBC-owned French	14.6	11.4	
CBFT Montreal	14.6	11.4	SAMPLE
CBC-affiliated French	37.0	44.5	
CHLT Sherbrooke	33.8	40.2	TOO
CKTM Trois Rivières	3.2	4.3	
CTV	0.9	-	SMALL
CFCF Montreal	0.9	-	
U.S.	1.2	-	FOR
WCAX Burlington	0.8	-	
WPTZ Plattsburg	*	-	RELIABLE
WMTW Poland Spring	*	-	
Independent English	-	-	REPORTING
Independent French	43.9	42.5	
CFTM Montreal	42.9	41.1	
CFCM Quebec	1.0	1.4	
ALL STATIONS	100.0	100.0	
Base for percentages: total hours of viewing (thousands)	(1103.7)	(843.1)	
Distribution of viewing time	100.0	76.4	
Sample size (number of respondents)	(140)	(111)	(29)

*Less than 0.5 per cent.

TABLE 13

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

FORT WILLIAM-PORT ARTHUR, ONTARIO (Population 98,390)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%	%	%
CBC-owned English	-	-	-
CBC-affiliated English	61.3	95.5	42.2
CKPR Port Arthur	61.3	95.5	42.2
CBC-owned French	-	-	-
CBC-affiliated French	-	-	-
CTV	-	-	-
U.S.	38.7	4.5	57.8
KDAL Duluth	20.5	3.2	30.2
WDSM Superior	17.1	1.3	25.9
WLUC Marquette	1.1	-	1.7
Independent English	-	-	-
Independent French	-	-	-
ALL STATIONS	100.0	100.0	100.0
Base for percentages: total hours of viewing (thousands)	(2414)	(1541.1)	(872.9)
Distribution of viewing time	100.0	36.2	63.8
Sample size (number of respondents)	(271)	(107)	(164)

TABLE 14

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

GRANBY CITY, QUEBEC (Population 34,270)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%	%	
CBC-owned English	4.6	3.2	
CBMT Montreal	4.6	3.2	
CBC-affiliated English	-	-	
CBC-owned French	16.6	16.0	
CBFT Montreal	16.6	16.0	
CBC-affiliated French	16.9	18.1	
CHLT Sherbrooke	16.9	18.1	
CKTM Trois Rivières	*	*	
CTV	5.6	5.9	
CFCF Montreal	5.6	5.9	
U.S.	3.7	2.2	
WPTZ Plattsburg	2.1	2.2	
WMTW Poland Spring	1.0	-	
WCAX Burlington	0.6	-	
Independent English	-	-	
Independent French	52.6	54.6	
CFTM Montreal	52.2	54.1	
CFCM Quebec	*	0.5	
ALL STATIONS	100.0	100.0	
Base for percentages: total hours of viewing (thousands)	(846.6)	(793.4)	
Distribution of viewing time	100.0	93.7	
Sample size (number of respondents)	(153)	(137)	(16)

SAMPLE TOO SMALL FOR RELIABLE REPORTING

*Less than 0.5 per cent.

TABLE 15

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

GUELPH, ONTARIO (Population 53,740)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%	%	%
CBC-owned English	18.9	15.4	22.9
CBLT Toronto	18.9	15.4	22.9
CBC-affiliated English	3.7	1.8	5.7
CFPL London	2.0	1.2	2.9
CKVR Barrie	1.4	*	2.8
CKNX Wingham	*	0.5	-
CBC-owned French	-	-	-
CBC-affiliated French	-	-	-
CTV	28.0	30.1	25.7
CKCO Kitchener	15.0	18.2	11.4
CFTO Toronto	13.0	11.9	14.3
U.S.	29.8	25.6	34.3
WBEN Buffalo	14.9	15.3	14.3
WKBW Buffalo	7.8	4.5	11.4
WGR Buffalo	7.1	5.8	8.6
Independent English	19.6	27.1	11.4
CHCH Hamilton	19.6	27.1	11.4
Independent French	-	-	-
ALL STATIONS	100.0	100.0	100.0
Base for percentages: total hours of viewing (thousands)	(985.4)	(507.6)	(477.8)
Distribution of viewing time	100.0	51.5	48.5
Sample size (number of respondents)	(162)	(82)	(80)

*Less than 0.5 per cent.

TABLE 16

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

HAMILTON, ONTARIO (Population 464,740)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%	%	%
CBC-owned English	16.1	16.2	15.3
CBLT Toronto	16.1	16.2	15.3
CBC-affiliated English	*	*	*
CFPL London	*	*	-
CKVR Barrie	*	-	*
CBC-owned French	-	-	-
CBC-affiliated French	-	-	-
CTV	20.1	20.8	16.9
CFTO Toronto	17.0	17.9	13.0
CKCO Kitchener	3.1	2.9	3.9
U.S.	42.2	41.0	48.3
WBEN Buffalo	16.2	16.4	15.3
WKBW Buffalo	13.1	12.7	15.3
WGR Buffalo	12.9	11.9	17.7
Independent English	21.3	21.8	19.2
CHCH Hamilton	21.3	21.8	19.2
Independent French	-	-	-
ALL STATIONS	100.0	100.0	100.0
Base for percentages: total hours of viewing (thousands)	(10207.3)	(8477.4)	(1729.9)
Distribution of viewing time	100.0	83.1	16.9
Sample size (number of respondents)	(554)	(465)	(89)

*Less than 0.5 per cent.

TABLE 17

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

KITCHENER, ONTARIO (Population 206,410)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%	%	%
CBC-owned English	9.1	7.6	11.5
CBLT Toronto	9.1	7.6	11.5
CBC-affiliated English	5.8	5.6	6.2
CFPL London	5.4	5.0	6.2
CKNX Wingham	*	0.5	-
CKVR Barrie	*	*	-
CBC-owned French	-	-	-
CBC-affiliated French	-	-	-
CTV	37.3	42.2	29.2
CKCO Kitchener	32.2	38.8	21.2
CFTO Toronto	5.1	3.4	8.0
U.S.	25.9	18.5	38.1
WBEN Buffalo	11.8	9.3	15.9
WGR Buffalo	7.3	4.2	12.4
WKBW Buffalo	6.8	5.0	9.8
Independent English	21.9	26.1	15.0
CHCH Hamilton	21.9	26.1	15.0
Independent French	-	-	-
ALL STATIONS	100.0	100.0	100.0
Base for percentages: total hours of viewing (thousands)	(3995)	(2489.8)	(1505.2)
Distribution of viewing time	100.0	62.3	37.7
Sample size (number of respondents)	(283)	(185)	(98)

*Less than 0.5 per cent.

TABLE 18

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

LETHBRIDGE, ALBERTA (Population 35,880)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%	%	
CBC-owned English	-	-	
CBC-affiliated English	46.7	50.7	
CJLH Lethbridge	46.2	50.7	
CHCT Calgary	0.5	-	SAMPLE
CBC-owned French	-	-	TOO
CBC-affiliated French	-	-	SMALL
CTV	45.2	49.3	FOR
CFCN Calgary	45.2	49.3	
U.S.	8.1	-	RELIABLE
KRTV Great Falls	5.2	-	REPORTING
KFBB Great Falls	2.9	-	
Independent English	-	-	
Independent French	-	-	
ALL STATIONS	100.0	100.0	
Base for percentages: total hours of viewing (thousands)	(838.2)	(608.3)	
Distribution of viewing time	100.0	72.6	
Sample size (number of respondents)	(145)	(106)	(39)

TABLE 19

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

LONDON, ONTARIO (Population 215,590)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%	%	%
CBC-owned English	-	-	-
CBC-affiliated English	45.1	82.8	33.2
CFPL London	45.0	82.5	33.2
CKNX Wingham	*	*	-
CBC-owned French	-	-	-
CBC-affiliated French	-	-	-
CTV	11.6	14.0	10.8
CKCO Kitchener	11.6	14.0	10.8
U.S.	40.8	2.6	52.9
WICU Erie	8.4	0.8	10.8
WXYZ Detroit	7.8	0.6	10.0
WEWS Cleveland	5.9	-	7.7
WJBK Detroit	5.2	1.0	6.6
WKYC Cleveland	4.4	*	5.8
WJW Cleveland	3.5	-	4.7
WWJ Detroit	2.9	-	3.8
WGEE Erie	2.6	-	3.5
WBEN Buffalo	*	*	-
Independent English	2.5	0.6	3.1
CHCH Hamilton	2.5	0.6	3.1
Independent French	-	-	-
ALL STATIONS	100.0	100.0	100.0
Base for percentages: total hours of viewing (thousands)	(4549.5)	(1093.4)	(3456.1)
Distribution of viewing time	100.0	24.0	76.0
Sample size (number of respondents)	(228)	(79)	(149)

*Less than 0.5 per cent.

TABLE 20

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

MONTREAL, QUEBEC (Population 2,476,300)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%	%	%
CBC-owned English	12.2	11.7	15.9
CBMT Montreal	12.2	11.7	15.9
CBC-affiliated English	-	-	-
CBC-owned French	23.7	25.5	12.5
CBFT Montreal	23.7	25.5	12.5
CBOFT Ottawa	*	*	-
CBC-affiliated French	0.8	0.5	2.6
CHLT Sherbrooke	0.8	0.5	2.6
CTV	16.2	16.1	16.3
CFCF Montreal	16.1	16.1	15.6
CJOH Ottawa	*	*	0.7
U.S.	6.5	3.1	28.4
WCAX Burlington	3.1	1.9	10.8
WPTZ Plattsburg	2.4	1.1	10.8
WMTW Poland Spring	1.0	*	6.8
Independent English	-	-	-
Independent French	40.6	43.1	24.3
CFTM Montreal	40.6	43.1	24.3
ALL STATIONS	100.0	100.0	100.0
Base for percentages: total hours of viewing (thousands)	(57879.9)	(50116.7)	(7763.2)
Distribution of viewing time	100.0	86.6	13.4
Sample size (number of respondents)	(1,620)	(1,444)	(176)

*Less than 0.5 per cent.

TABLE 21

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

OSHAWA, ONTARIO (Population 107,340)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%	%	
CBC-owned English	19.2	19.6	
CBLT Toronto	19.2	19.6	
CBC-affiliated English	1.4	0.9	
CHEX Peterborough	0.8	*	
CKVR Barrie	0.6	0.7	SAMPLE
CBC-owned French	-	-	
CBC-affiliated French	-	-	TOO
CTV	29.2	30.2	SMALL
CFTO Toronto	29.2	30.2	
U.S.	41.4	40.7	FOR
WKBW Buffalo	14.9	15.5	
WGR Buffalo	13.4	13.2	
WBEN Buffalo	11.4	11.5	RELIABLE
WROC Rochester	0.8	*	
WHEC Rochester	0.7	*	
WOKR Rochester	*	*	REPORTING
Independent English	8.8	8.6	
CHCH Hamilton	8.8	8.6	
Independent French	-	-	
ALL STATIONS	100.0	100.0	
Base for percentages: total hours of viewing (thousands)	(2330.1)	(2056)	
Distribution of viewing time	100.0	88.2	
Sample size (number of respondents)	(194)	(163)	(31)

*Less than 0.5 per cent.

TABLE 22

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

OTTAWA-HULL (Population 511,680)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%	%	%
CBC-owned English	31.3	36.9	24.2
CBOT Ottawa	30.5	36.9	22.4
CBMT Montreal	0.8	*	1.8
CBC-affiliated English	1.5		3.0
CKWS Kingston	1.0	*	2.0
CHOV Pembroke	0.5	*	1.0
CBC-owned French	14.6	17.5	10.8
CBOFT Ottawa	13.9	17.4	9.3
CBFT Montreal	0.7	*	1.5
CBC-affiliated French	*	-	*
CHLT Sherbrooke	*	-	*
CTV	36.9	44.6	27.0
CJOH Ottawa	35.4	44.4	23.9
CFCF Montreal	1.5	*	3.1
U.S.	11.3	0.5	25.2
WWNY Watertown	8.1	0.5	17.7
WPTZ Plattsburg	2.7	-	6.3
WHEN Syracuse	*	-	0.7
WCAX Burlington	*	-	*
WSYR Syracuse	*	-	*
Independent English	-	-	-
Independent French	4.4	*	9.8
CFTM Montreal	4.4	*	9.8
ALL STATIONS	100.0	100.0	100.0
Base for percentages: total hours of viewing (thousands)	(11835.6)	(6646.9)	(5188.7)
Distribution of viewing time	100.0	56.2	43.8
Sample size (number of respondents)	(674)	(408)	(266)

*Less than 0.5 per cent.

TABLE 23

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

PETERBOROUGH, ONTARIO (Population 56,850)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%	%	%
CBC-owned English	2.9	1.3	4.1
CBLT Toronto	2.9	1.3	4.1
CBC-affiliated English	48.3	66.2	34.8
CHEX Peterborough	48.2	66.2	34.7
CKVR Barrie	*	-	*
CBC-owned French	-	-	-
CBC-affiliated French	-	-	-
CTV	12.9	8.4	16.3
CFTO Toronto	12.9	8.4	16.3
U.S.	35.9	24.1	44.9
WHEC Rochester	13.2	9.2	16.3
WKBW Buffalo	11.7	5.6	16.3
WROC Rochester	8.0	2.4	12.3
WBEN Buffalo	1.8	4.1	-
WGR Buffalo	0.7	1.7	-
WOKR Rochester	0.5	1.1	-
WHEN Syracuse	*	*	-
Independent English	-	-	-
Independent French	-	-	-
ALL STATIONS	100.0	100.0	100.0
Base for percentages: total hours of viewing (thousands)	(1154.8)	(493.7)	(661.1)
Distribution of viewing time	100.0	42.7	57.3
Sample size (number of respondents)	(185)	(70)	(115)

*Less than 0.5 per cent.

TABLE 24

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

QUEBEC CITY, QUEBEC (Population 420,320)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%	%	
CBC-owned English	-	-	
CBC-affiliated English	5.9	5.8	
CKMI Quebec	5.9	5.8	
CBC-owned French	31.5	31.4	
CBVT Quebec	31.5	31.4	SAMPLE
CBC-affiliated French	*	*	
CKTM Trois Rivières	*	*	TOO
CHLT Sherbrooke	*	*	
CTV	*	-	SMALL
CFCF Montreal	*	-	
U.S.	*	-	FOR
WMTW Poland Spring	*	-	
WCAX Burlington	*	-	RELIABLE
Independent English	-	-	REPORTING
Independent French	61.7	62.7	
CFCM Quebec	61.2	62.5	
CFTM Montreal	0.5	*	
ALL STATIONS	100.0	100.0	
Base for percentages: total hours of viewing (thousands)	(11028)	(10353.4)	
Distribution of viewing time	100.0	93.9	
Sample size (number of respondents)	(515)	(489)	(26)

*Less than 0.5 per cent.

TABLE 25

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

ST. CATHARINES, ONTARIO (Population 113,710)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%	%	
CBC-owned English	12.7	13.2	
CBLT Toronto	12.7	13.2	
CBC-affiliated English	-	-	
CBC-owned French	-	-	SAMPLE
CBC-affiliated French	-	-	TOO
CTV	13.4	14.0	SMALL
CFTO Toronto	13.1	13.7	
CKCO Kitchener	*	*	FOR
U.S.	59.3	59.6	
			RELIABLE
WBEN Buffalo	22.9	22.7	
WGR Buffalo	19.1	19.2	
WKBW Buffalo	17.3	17.7	REPORTING
Independent English	14.6	13.2	
CHCH Hamilton	14.6	13.2	
Independent French	-	-	
ALL STATIONS	100.0	100.0	
Base for percentages: total hours of viewing (thousands)	(2797.4)	(2563.7)	
Distribution of viewing time	100.0	91.6	
Sample size (number of respondents)	(292)	(277)	(15)

*Less than 0.5 per cent.

TABLE 26

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

SARNIA, ONTARIO (Population 67,590)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%	%	%
CBC-owned English	-	-	
CBC-affiliated English	23.3	24.2	
CKLW Windsor	12.4	13.7	
CFPL London	10.9	10.5	
CBC-owned French	-	-	
CBC-affiliated French	-	-	
CTV	0.8	-	
CKCO Kitchener	0.8	-	
U.S.	75.9	75.8	
WJBK Detroit	28.6	29.2	
WWJ Detroit	25.5	25.5	
WXYZ Detroit	18.9	20.2	
WKBD Detroit	2.9	0.9	
Independent English	-	-	
Independent French	-	-	
ALL STATIONS	100.0	100.0	
Base for percentages: total hours of viewing (thousands)	(1220.4)	(1002.9)	
Distribution of viewing time	100.0	82.2	
Sample size (number of respondents)	(227)	(183)	(44)

SAMPLE TOO SMALL FOR RELIABLE REPORTING

TABLE 27

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

SAULT STE. MARIE, ONTARIO (Population 77,030)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%	%	
CBC-owned English	-	-	
CBC-affiliated English	68.4	73.0	
CJIC Sault Ste. Marie	68.4	73.0	SAMPLE
CBC-owned French	-	-	TOO
CBC-affiliated French	-	-	SMALL
CTV	-	-	FOR
U.S.	31.6	27.0	
WWUP Sault Ste. Marie	22.8	24.3	RELIABLE
WJRT Flint	3.6	-	
WTOM Cheboygan	2.8	2.7	
WNEM Flint	1.9	-	REPORTING
WWTV Cadillac	0.5	-	
Independent English	-	-	
Independent French	-	-	
ALL STATIONS	100.0	100.0	
Base for percentages: total hours of viewing (thousands)	(1759.5)	(1371.7)	
Distribution of viewing time	100.0	78.0	
Sample size (number of respondents)	(182)	(144)	(38)

TABLE 28

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

SHAWINIGAN, QUEBEC (Population 63,040)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%	%	%
CBC-owned English	2.8	0.6	5.2
CBMT Montreal	2.8	0.6	5.2
CBC-affiliated English	*	*	-
CKMI Quebec	*	*	-
CBC-owned French	13.1	4.2	22.4
CBFT Montreal	13.0	4.0	22.4
CBVT Quebec	*	*	-
CBC-affiliated French	48.1	69.5	25.9
CKTM Trois Rivières	33.6	54.4	12.1
CHLT Sherbrooke	14.5	15.1	13.8
CTV	1.1	0.5	1.7
CFCF Montreal	1.1	0.5	1.7
U.S.	0.9	-	1.8
WPTZ Plattsburg	0.7	-	1.4
WMTW Poland Spring	*	-	*
Independent English	-	-	-
Independent French	34.0	25.1	43.0
CFTM Montreal	31.8	24.1	39.6
CFCM Quebec	2.2	1.0	3.4
ALL STATIONS	100.0	100.0	100.0
Base for percentages: total hours of viewing (thousands)	(1580)	(815.2)	(764.8)
Distribution of viewing time	100.0	51.6	48.4
Sample size (number of respondents)	(205)	(92)	(113)

*Less than 0.5 per cent.

TABLE 29

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

SHERBROOKE, QUEBEC (Population 80,190)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%	%	%
CBC-owned English	2.9	1.0	4.4
CBMT Montreal	2.9	1.0	4.4
CBC-affiliated English	*	*	-
CKMI Quebec	*	*	-
CBC-owned French	7.7	1.4	13.3
CBFT Montreal	7.7	1.4	13.3
CBC-affiliated French	55.9	83.1	32.4
CHLT Sherbrooke	55.9	83.1	32.4
CKTM Trois Rivières	*	*	-
CTV	1.7		2.9
CFCF Montreal	1.7	*	2.9
U.S.	14.6	11.2	17.6
WCAX Burlington	7.2	7.1	7.4
WMTW Poland Spring	5.9	4.1	7.4
WPTZ Plattsburg	1.5	-	2.8
Independent English	-	-	-
Independent French	17.2	3.0	29.4
CFTM Montreal	15.4	2.6	26.5
CFCM Quebec	1.8		2.9
ALL STATIONS	100.0	100.0	100.0
Base for percentages: total hours of viewing (thousands)	(1688)	(766.6)	(921.4)
Distribution of viewing time	100.0	45.4	54.6
Sample size (number of respondents)	(178)	(74)	(104)

*Less than 0.5 per cent.

TABLE 30

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

TORONTO, ONTARIO (Population 2,278,930)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%	%	%
CBC-owned English	22.9	23.0	21.2
CBLT Toronto	22.9	23.0	21.2
CBC-affiliated English	0.6	0.5	2.4
CKVR Barrie	0.5	*	1.6
CHEX Peterborough	*	*	0.8
CBC-owned French	-	-	-
CBC-affiliated French	-	-	-
CTV	21.6	21.8	19.2
CFTO Toronto	21.5	21.7	18.4
CKCO Kitchener	*	*	0.8
U.S.	42.8	42.5	47.2
WBEN Buffalo	15.2	14.8	21.6
WKBW Buffalo	15.2	15.3	13.6
WGR Buffalo	12.3	12.4	10.8
WOKR Rochester	*	*	1.2
WHEC Rochester	*	*	-
WROC Rochester	*	*	-
Independent English	12.1	12.2	10.0
CHCH Hamilton	12.1	12.2	10.0
Independent French	-	-	-
ALL STATIONS	100.0	100.0	100.0
Base for percentages: total hours of viewing (thousands)	(44063.7)	(40726.7)	(3337)
Distribution of viewing time	100.0	92.4	7.6
Sample size (number of respondents)	(1,100)	(1,022)	(78)

*Less than 0.5 per cent.

TABLE 31

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

TROIS RIVIERES, QUEBEC (Population 93,790)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%	%	%
CBC-owned English	2.5	-	3.8
CBMT Montreal	2.5	-	3.8
CBC-affiliated English	-	-	-
CBC-owned French	11.0	2.0	15.6
CBFT Montreal	11.0	2.0	15.6
CBC-affiliated French	44.1	72.6	29.6
CKTM Trois Rivières	25.5	48.0	14.0
CHLT Sherbrooke	18.6	24.6	15.6
CTV	3.5	-	5.4
CFCF Montreal	3.5	-	5.4
U.S.	1.4	-	2.1
WPTZ Plattsburgh	0.8	-	1.3
WCAX Burlington	*	-	0.6
WMTW Poland Spring	*	-	*
Independent English	-	-	-
Independent French	37.5	25.4	43.5
CFTM Montreal	36.3	24.9	42.0
CFCM Quebec	1.2	0.5	1.5
ALL STATIONS	100.0	100.0	100.0
Base for percentages: total hours of viewing (thousands)	(2580.7)	(879.6)	(1701.1)
Distribution of viewing time	100.0	34.1	65.9
Sample size (number of respondents)	(247)	(90)	(157)

*Less than 0.5 per cent.

TABLE 32

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

WINNIPEG, MANITOBA (Population 501,730)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%	%	
CBC-owned English	36.5	36.8	
CBWT Winnipeg	36.5	36.8	
CBC-affiliated English	-	-	
CBC-owned French	*	*	
CBWFT Winnipeg	*	*	
CBC-affiliated French	-	-	
CTV	44.7	44.8	
CJAY Winnipeg	44.7	44.8	
U.S.	18.6	18.2	
KCND Pembina	18.5	18.2	
WDAZ Devils Lake	*	-	
Independent English	-	-	
Independent French	-	-	
ALL STATIONS	100.0	100.0	
Base for percentages: total hours of viewing (thousands)	(11972.8)	(11735.1)	
Distribution of viewing time	100.0	98.0	
Sample size (number of respondents)	(485)	(473)	(12)

SAMPLE TOO SMALL FOR RELIABLE REPORTING

*Less than 0.5 per cent.

TABLE 33

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

VANCOUVER, BRITISH COLUMBIA (Population (935,350)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%	%	%
CBC-owned English	25.2	28.7	21.5
CBUT Vancouver	25.2	28.7	21.5
CBC-affiliated English	3.6	3.3	3.8
CHEK Victoria	3.6	3.3	3.8
CBC-owned French	-	-	-
CBC-affiliated French	-	-	-
CTV	24.5	29.5	19.1
CHAN Vancouver	24.5	29.5	19.1
U.S.	46.7	38.5	55.6
KVOS Bellingham	25.7	30.5	20.5
KOMO Seattle	8.6	4.3	13.3
KING Seattle	6.8	2.5	11.4
KIRO Seattle	5.0	1.0	9.3
KTNT Tacoma	*	*	0.8
KCTS Seattle	*	*	*
Independent English	-	-	-
Independent French	-	-	-
ALL STATIONS	100.0	100.0	100.0
Base for percentages: total hours of viewing (thousands)	(18241.9)	(9517.9)	(8724)
Distribution of viewing time	100.0	52.2	47.8
Sample size (number of respondents)	(560)	(297)	(263)

*Less than 0.5 per cent.

TABLE 34

DISTRIBUTION OF TOTAL TIME SPENT VIEWING TELEVISION
VIA CABLE AND BY OFF-AIR MEANS

BY CATEGORY OF STATION

AVERAGE WEEK - NOVEMBER 1968

VICTORIA, BRITISH COLUMBIA (Population 181,920)

Category of Station	Total Viewing	Viewing Off-Air	Viewing Via Cable
	%	%	%
CBC-owned English	19.7	24.7	16.6
CBUT Vancouver	19.7	24.7	16.6
CBC-affiliated English	11.5	16.9	8.3
CHEK Victoria	11.5	16.9	8.3
CBC-owned French	-	-	-
CBC-affiliated French	-	-	-
CTV	10.0	6.8	11.9
CHAN Vancouver	10.0	6.8	11.9
U.S.	58.8	51.6	63.1
KVOS Bellingham	17.4	28.5	10.7
KOMO Seattle	14.0	7.7	17.9
KING Seattle	9.2	4.7	11.9
KTNT Tacoma	8.9	2.9	12.5
KIRO Seattle	8.1	7.8	8.3
KTVW Tacoma	0.7	-	1.1
KCTS Seattle	0.5	-	0.7
Independent English	-	-	-
Independent French	-	-	-
ALL STATIONS	100.0	100.0	100.0
Base for percentages: total hours of viewing (thousands)	(3584.4)	(1364.2)	(2220.2)
Distribution of viewing time	100.0	38.1	61.9
Sample size (number of respondents)	(266)	(93)	(173)

TABLE 35

AMOUNT OF TIME SPENT VIEWING TELEVISION
IN FIVE HEAVILY-CABLED CANADIAN CITIES

NOVEMBER 1966-68

Averaged Per Household Per Week

8:00 am-12:00 Midnight [1]

CITY	PERCENTAGE OF ALL VIEWING TIME SPENT VIEWING VIA CABLE: NOVEMBER 1968 [2]	NOVEMBER 1966	NOVEMBER 1967	NOVEMBER 1968
	%	hrs/min	hrs/min	hrs/min
LONDON	76.0	37:00	40:12	37:18
SHERBROOKE	54.6	42:36	41:18	43:42
VANCOUVER	47.8	34:42	34:06	35:42
OTTAWA-HULL	43.8	40:18	39:48	39:18
KITCHENER	37.7	37:00	39:54	39:18

[1] Source: A.C. Nielsen Company of Canada: Special tabulations No. 507-591.

[2] From TABLES 17, 19, 22, 29, 33 in this report.